

News release from Leeds Manufacturing
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Strulch Gains Ground At Home And Abroad



A labour-saving mineralised wheat straw mulch that reduces weed growth by up to 95% is gaining ground with discerning gardeners at home and abroad. In addition to its weed reduction properties,

Strulch conserves water by retaining moisture and enriches soil and its structure, making life easier for busy gardeners. It is highly recommended by leading gardeners and endorsed by the world famous Eden Project.

The fast-selling peat alternative is the brainchild of former Leeds University soil scientist and biology lecturer Geoff Whiteley, whose wife Jackie manages the company's sales and marketing activities and since launch five years ago, sales have climbed steadily in the market dominated by multi-national giants. Made from renewable and local resources, the product has excellent environmental credentials.

A dressing of biodegradable Strulch lasts for two years, breaking down over time, adding valuable organic matter and nutrients to the soil, while improving drainage and promoting

healthy plant growth. By acting as a long term food source for surface feeding species, it also encourages earthworm activity.

In addition to the Eden Project, prominent customers include Eaton Hall on the Grosvenor Estate, the Alwick Garden and the Royal Botanical Gardens, Kew.

Jim England, trials superintendant at the RHS Garden, Wisley, says: “We did a full trial using Strulch around two varieties of Iris and in a wetland planting area. It worked extremely well, no weeds came through and it looked neat and tidy.”

Ends

Photography: Geoff Whiteley (left) makes a repeat delivery of Strulch to Stewart Henchie, head of the hardy display section at Kew.